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Sport Canada

**CANADIAN HERITAGE  
SPORT CANADA BRANCH**

**SPORT PARTICIPATION STRATEGY  
2008 - 2012**

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**Canada**

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## ***Summary of Strategic Goal and Objectives***

**The Strategic Goal of Sport Canada in sport participation** is for more Canadians to participate in quality sport activities as athletes/participants, coaches, officials, administrators and volunteers.

**The Objectives of the Sport Participation Strategy are:**

### **Increase Levels of Participation**

Sport Canada will:

- Focus on sport participation targets agreed upon by the Federal, Provincial and Territorial Ministers Responsible for Sport, Physical Activity and Recreation.
- Prioritize increasing sport participation among children and youth and under-represented groups.
- Collaborate with Provincial/Territorial governments, which have exclusive jurisdiction in education, and other stakeholders to enhance access to sport activities in the school setting.

### **Enhance the Quality of Sport Programs**

Sport Canada will:

- Support coaching and leadership development, notably through the competency-based National Coaching Certification Program and initiatives aimed at enhancing the capacity of instructors, coaches, officials and volunteer leaders at the grassroots level.
- Support the implementation by national sport organizations of the athlete centered principles for Long-Term Athlete Development found in *Canadian Sport for Life*.
- Collaborate with Provinces and Territories to promote and facilitate the implementation of physical literacy skill training and the other tenets of Canadian Sport for Life in children's sport programs in schools and communities.
- Support the implementation of the *Canadian Strategy for Ethical Conduct in Sport (True Sport)* as it relates to enhancing ethics and safety in sport participation programs.

### **Increase Awareness and Knowledge**

Sport Canada will:

- Support the promotion of the benefits of sport participation for all Canadians, in cooperation with other stakeholders.
- Support research and knowledge mobilization activities, data gathering, monitoring and polling activities related to sport participation, and information sharing.

## 1.0 INTRODUCTION

The federal government began investing in sport in the 1960s in an effort to remedy Canada's poor showing in international competition and the low level of physical fitness among Canadians. The legislated entry of government into amateur sport began with the *Fitness and Amateur Sport Act* of 1961 which provided the basis for federal funding.

Provincial and Territorial (P/T) governments also became significantly involved in sport and, in the late sixties and the 1970's, the federal government became engaged in partnerships with P/T governments in key programs, such as the Canada Games and the National Coaching Certification Program.

In 1987, Federal-Provincial and Territorial (F-P/T) governments developed a working agreement through the *National Recreation Statement* (Note: the definition of the term "recreation" included sport). This document recognized that the jurisdictional primacy for recreation (including sport participation) rested with the provinces and territories. However, it also recognized that primacy does not mean exclusivity and noted that there was "a clear and necessary role" for the federal government in the field of recreation, and encouraged the federal government to work closely and cooperatively with all agents within the Canadian delivery system of recreational services.

In 2000, F-P/T Ministers responsible for sport, physical activity and recreation collaborated in a series of pan-Canadian consultations, and in May 2002 endorsed the first ever *Canadian Sport Policy* (CSP). The CSP identified "Enhanced Participation" as one of four goals for governmental action, along with enhancing excellence, capacity and interaction. The CSP was complemented by priorities for collaborative action established by F-P/T governments to jointly pursue CSP objectives. F-P/T governments also agreed to the development of bilateral agreements to advance the goals of the CSP.

The "Enhanced Participation" goal of the *Canadian Sport Policy* is that by 2012 "A significantly higher proportion of Canadians from all segments of society are involved in quality sport activities at all levels and in all forms of participation." A wide range of governmental and non-governmental organizations at the local, provincial/territorial and national levels, each with their own mandates and objectives, contribute to the pursuit of this goal.

In 2003, the Government of Canada enacted a new *Physical Activity and Sport Act* (Act) to replace the 1961 *Fitness and Amateur Sport Act*. One of the new Act's policy objectives is "increased participation in the practice of sport" along with supporting the pursuit of sport excellence and building capacity in the Canadian sport system.

The *National Recreation Statement*, the CSP and the Act provide the legislative and policy framework for Sport Canada's role in sport participation. The *Sport Participation Strategy* (Strategy) further describes the federal role amongst other stakeholders in Canada by identifying Sport Canada's goal, objectives, activities and principles for action in sport participation.

## **2.0 SOCIAL BENEFITS**

Governments in Canada recognize the cultural significance of sport and its positive socio-economic impact as strong justifications for public investment.

Data from the 2005 *General Social Survey* showed that 7.3 million Canadians 15 years of age and older were active participants in sport<sup>1</sup> and that millions more took part as volunteer workers and as spectators. Sport has been described as the largest segment of Canada's voluntary sector, accounting for 28% of all volunteer positions<sup>2</sup>. The 2005 Conference Board of Canada report, entitled *Strengthening Canada – The Socio-economic Benefits of Sport Participation in Canada*, stated that sport "...develops skills that individuals can use to become more productive at work; and it builds social cohesion and social capital, key to development and prosperity. In adequate amounts, active sport participation improves health by building personal fitness."

Sport Canada recognizes that enhancing sport participation contributes to the following public policy objectives:

- A healthier population;
- The development of transferable skills and positive values among participants, especially children and youth;
- The creation of social capital and social cohesion

### **2.1 Healthier Population**

Sport participation, as a popular form of physical activity, can help reduce the risk of obesity and diseases like stroke, diabetes and cancer, as well as the cost of treating them. According to the Canadian Fitness and Lifestyle Research Institute, physical activity reduces type II diabetes by 26 per cent, colon cancer by 20 per cent and cardiovascular disease by 22 per cent. The *Romanow Commission on the Future of Health Care in Canada* indicated that physical inactivity cost the health care system an estimated 2.1 billion in 1999, and noted that a reduction of physical inactivity by ten per cent would save tax-payers \$150 million a year in direct health care costs.

The importance of physical activity to health was also addressed in the 2005 Conference Board of Canada report. This study determined that individuals could gain significant health benefits from physical activity through sport by achieving the right levels of frequency, duration and intensity of activity.

Furthermore, several studies have reported positive correlations between sport participation and lower rates of tobacco, alcohol and other substance use among youth.

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<sup>1</sup> Statistics Canada – Sport Participation in Canada, 2005

<sup>2</sup> Sport, the Voluntary Sector, and Canadian Identity: Learning from the Voluntary Sector Awareness Project - 2006

Some studies found that sport participants were more likely to eat healthy food because sport teams/organizations have basic rules and guidelines that encourage proper nutrition.

## **2.2 Developing Values and Skills**

The vast majority of Canadians believe that community-based sport programs contribute to the development of positive values in youth, more so than such influences as schools, religion, professional sports and the music-entertainment industry (Decima Public Opinion Survey on Youth and Sport, May 2002). *A Canada Fit for Children (2004)*, Canada's follow-up to the United Nations Special Session on Children, states: "*Physical activity, sports and recreation programs provide considerable physical benefits for children and can also serve as tools to teach important values and life skills, including self-confidence, teamwork, communication, inclusion, discipline, respect and fair-play*".

The 2005 Conference Board of Canada report noted that respondents to the *National Social Household Survey on Participation in Sport* (December 2004) attributed similar values and skills to sport participation, for example, respect, honesty, courage, fair play, character, teamwork and leadership skills, problem-solving and decision making. This survey also showed that 87% of Canadians believe that sport can make a social contribution in helping to prevent juvenile crime and that, in Canada and other countries, sport is incorporated in many youth at risk crime prevention and rehabilitation programs. Other surveys have also provided evidence that children who participate in extra-curricular sport activities tend to have higher self-esteem, interact better with friends, and perform better in school (e.g., Statistics Canada, Longitudinal Survey on Children and Youth, 2001).

## **2.3 Social Capital and Social Cohesion**

As the largest segment of the voluntary sector, sport is a training ground for social interaction and a builder of "social capital", that is, the web of social networks that contributes to social cohesion and bonding<sup>3</sup>. Studies supported by the Policy Research Initiative of the Government of Canada argue that individuals and communities with good access to social capital are better off socially and economically, as social networks provide access to education, employment, better health, public safety and mutual support.

Currently, more than 94% of visible minorities live within Canada's metropolitan areas. In Vancouver and Toronto, they represent more than a third of the population and 20% of school children are new immigrants. New immigrants have identified sport clubs and programs as a favourite place for social interaction, second only to places of worship. As such, sport is well positioned to play a role in fostering the inclusion of newcomers by breaking down barriers and encouraging cross-cultural understanding.

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<sup>3</sup> According to the World Bank, a society's social capital "includes the institutions, relationships, attitudes and values that govern interaction among people and contribute to economic and social development" (Briefing August 2005 - Strengthening Canada - The Socio-economic Benefits of Sport Participation in Canada p.7 - The Conference Board of Canada)

### **3.0 POLICY ENVIRONMENT**

Sport participation does not take place in a vacuum. The following are some of the key environmental factors that have implications for Sport Canada's efforts to enhance sport participation.

#### **3.1 Declining Rates of Participation in Sport and Physical Activity**

Despite the benefits that Canadians associate with sport participation, adult participation in sport has been declining dramatically. The Statistics Canada report *Sport Participation in Canada*, 2005 released in February 2008 shows that from 1992 to 2005, the proportion of adults aged 15 or older who reported actively participating in sport has dropped from 45.1% in 1992 to 34.2% in 1998 to 28% in 2005. The report identifies many contributing factors in the decline in sport participation, including Canada's aging population, "lack of time" (linked to family and career obligations), lack of interest and participating in other leisure time activities such as watching TV and surfing the Internet.

While an aging population can affect overall rates of sport participation, it is important to note that the decline is widespread and cuts across all age groups. For example, teenagers aged 15 to 18 typically have the highest participation rate, but that rate declined from 77% in 1992 to 59% in 2005.

*Canada's Physical Activity Guides for Children and Youth* report that over half of Canadian children and youth aged five to seventeen are not active enough for optimal growth and development. Furthermore, objective measures of physical activity indicate that the vast majority of children and youth do not accumulate sufficient daily steps to meet criteria associated with a healthy body mass index (BMI)<sup>4</sup>.

#### **3.2 Rising Rates of Obesity**

From 1978 to 2004 rates of obesity among Canadians aged 18 and over increased from 14% to 23%. Among Canadians aged 2 to 17 years the obesity rate increased from 3% to 8%<sup>5</sup>.

In March 2007, the House of Commons Standing Committee on Health released its report *Healthy Weights for Healthy Kids* that contains several recommendations aimed at increasing participation in sport and physical activity among children and youth. The report noted that Canada has one of the highest rates of childhood obesity in the developed world.

Health reports point to an increase in inactivity-related ailments such as Type II diabetes and cardiovascular disease, previously rarely seen among children and youth. The medical profession has expressed concern over this situation which some have described

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<sup>4</sup> Canadian Fitness and Lifestyle Research Institute – Kids CAN PLAY – 2007 series, May 2008

<sup>5</sup> Statistics Canada – Canadian Community Health Survey: Obesity among Children and Adults - 2005



as being of “epidemic proportion”. Some experts have warned that this generation of children and youth could be the first to have a shorter life expectancy than their parents.

Two important initiatives recently introduced or supported by the federal government present potential opportunities to increase rates of participation of Canadians in sport. The federal government has introduced a non-refundable Children’s Fitness Tax Credit. Initiated in the 2007 tax year, parents can claim a tax credit on the cost of registering a child under-sixteen years of age in an eligible sport, physical activity or recreation program. Beyond the financial help provided by the fitness tax credit, it is hoped that this initiative will help increase parents’ awareness about the importance of sport and physical activity programs for their children.

The federal government is also supporting the new ParticipACTION’s public awareness campaign which is targeted to all Canadians with an emphasis on parents and Canadian youth. The campaign includes TV and radio advertisements to be run nationally, and a content-rich website ([www.participACTION.com](http://www.participACTION.com)) complete with tips, resources and information for Canadians.

### **3.3 Insufficient Physical Education and Sport in Schools**

Insufficient levels of physical education and sport participation in many schools across the country were identified as key concerns in regional and national consultations held to inform the development of the *Canadian Sport Policy*. The discussion paper “*Towards a Canadian Sport Policy*” distributed at the National Summit on Sport in April 2001 stated:

“There was consensus in our consultations that action must be taken to improve the state of school sport and physical education. Education is a provincial jurisdiction in Canada; however, it is an area of profound interest to all the elements in the sport system. (...) This is critically important since schools present one of the best opportunities for broad and barrier-free access to sport.”  
(Page 13)

Outside of school, children are confronted with activities that compete with sport for their free time. These activities include sedentary leisure activities, such as internet surfing, video games and watching television.

Issues and consequences linked to children and youth inactivity have recently led several P/Ts to increase their investment in physical education and sport programs in schools and to demand changes in the school curriculum to increase physical education and physical activity. These positive developments present opportunities for Sport Canada to work in partnership through F-P/T bilateral agreements to support school based sport initiatives.

An important advance in Canadian sport has been the endorsement by F-P/T Ministers responsible for sport of generic Long-Term Athlete Development (LTAD) models for mainstream athletes and participants and for athletes and participants with a disability. These models are respectively described in two documents: *Canadian Sport for Life* and



*No Accidental Champions.* These documents promote the notion that a well-rounded education must include the learning of physical literacy skills by children and youth.<sup>6</sup> An F-P/T Work group has been set up to promote and monitor implementation of the LTAD model at the national, P/T and municipal levels, including in the school setting.

### **3.4 Diverse Population**

Certain segments of the Canadian population are under-represented in sport due to barriers that may be specific to their gender, ethno-cultural background or socio-economic status.

For example, 21% of all women are active sport participants, compared to 36% for men. Only 9.4% of Canadians 15 years of age and older from households with annual incomes under \$30,000 were active in sports, compared with 23.9% of those in households with incomes of \$80,000 or more<sup>7</sup>.

According to Statistics Canada, over three million Canadians, or 12.4% of the population, have disabilities related to activity and functional limitations yet persons with disabilities represent only 1% of the memberships of National Sport Organizations.

Aboriginal Peoples and visible minorities have identified barriers, such as poverty and cultural insensitivities that prevent them from becoming fully engaged in the range of sports available to the mainstream population. Sport organizations must be aware of the differences that exist among diverse population groups and be pro-active in ensuring that their programs offer a welcoming environment to them. A 2006 review<sup>8</sup> of sport and multiculturalism in Canada highlighted the absence of consideration of multiculturalism in the Canadian sport system in general. It noted that stakeholders in the sport system had not developed policies to deal specifically with ethnic and racial diversity, social inclusion, or multiculturalism, nor statements or policies dealing with anti-racism.

Sport Canada, in consultation with P/T governments and sport stakeholders, has developed policies on sport for Aboriginal Peoples, for persons with a disability and for women and girls. This Strategy provides a framework to implement the sport participation objectives of these policies.

### **3.5 Values and Ethics**

Ninety two per cent (92%) of Canadians believe that community sport can have a positive influence in the lives of youth. However, fewer than one in five believe that this potential is being fully realized.<sup>9</sup> It is important to be aware that sport's benefits are not automatic. For example, to be of benefit to a participant's health and well-being, sport programs

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<sup>6</sup> "Physical literacy refers to the mastering of fundamental motor skills and fundamental sport skill" - 2005 - Canadian Sport for Life

<sup>7</sup> Sport Participation in Canada, 2005 - Statistics Canada

<sup>8</sup> Sport and Multiculturalism: A Dialogue - June 2006 - Peter Donnelly and Yuka Nakamura

<sup>9</sup> What Sport Can Do - 2008 - True Sport

must apply pedagogical and technical principles that respect the physical, intellectual and emotional development needs of athletes and participants in a safe and welcoming environment. Many Canadians are concerned that some community sport programs put too much emphasis on winning and competition, and that insufficient time is given to skill training.

To impart positive values and skills, sport participation must be grounded in a strong foundation of ethics and Fair-Play, as promoted by the *Canadian Strategy on Ethical Conduct in Sport (True Sport)*. The report *What Sport Can Do* (2008) shows that many parents worry that sport's positive values are not always taught or respected in their children's sport programs. Incidents reported in the media, such as violence in the rink, on the playing field or in the stands, and unethical behaviour by coaches and athletes can tarnish sport's value.

#### **4.0 STRATEGIC GOAL AND OBJECTIVES**

##### **4.1 Strategic Goal**

Sport Canada's **strategic goal** in sport participation is **for more Canadians to participate in quality sport activities** as athletes/participants, coaches, officials, administrators and volunteers.

##### **4.2 Strategic Objectives**

In pursuit of this goal, Sport Canada will focus on the following **strategic objectives**.

###### **4.2.1 Increase Levels of Participation**

###### E-P/T Targets

Sport Canada will be guided by the sport participation targets agreed upon by the Federal, Provincial and Territorial Ministers Responsible for Sport, Physical Activity and Recreation. In 2006, Ministers approved overall targets for the participation in sport of children and youth, and girls and women, recognizing that P/T jurisdictions would establish targets specific to their respective circumstances and implement the recommended collaborative actions in addition to their ongoing activities. These targets and the recommended collaborative actions are provided under Appendix A.

###### Children and Youth

It is important that Canadians develop positive attitudes and the skills needed to enjoy life-long participation in sport early in life. Inactive children are more likely to remain inactive in their adult years. It is easier to develop positive attitudes and habits towards sport participation at a younger age, than it is later in life. Given that "lack of interest" has been identified among adults as a reason for not participating in sport, shaping an interest in sport participation early in life makes great sense. A focus on increasing sport participation among children and youth will address the fact that Canada has one of the highest rates of childhood obesity in the developed world.

#### Sport in Schools

Schools are the ideal environment for broad and barrier-free access to sport for all children. As such, increasing access to sport participation in the school setting might be the most important factor to increasing levels of sport participation among children and youth. Recognizing provincial and territorial governments' exclusive jurisdiction and leadership for education, Sport Canada will collaborate through F-P/T bilateral agreements and other appropriate F-P/T mechanisms (e.g., F-P/T Joint Consortium for School Health) to support initiatives aimed at enhancing access to sport activities in the school setting, including those that establish or strengthen linkages between community sport programs and schools. Sport Canada will also support initiatives of national organizations that contribute to increasing sport participation in the school setting.

#### Under-Represented Groups

The CSP calls for greater sport participation by all segments of Canadian society. Yet, certain segments of the Canadian population face greater obstacles to participate in sport. Sport Canada will work in partnerships with P/Ts and stakeholders to address the barriers to participation in sport of identified under-represented groups, including women and girls, Aboriginal Peoples, persons with a disability, visible minorities and children and youth from economically disadvantaged backgrounds.

### **4.2.2 Enhance the Quality of Sport Programs**

If the Canadian sport system is to attract and retain participants, it is important that the programs being offered are of the highest quality. Therefore, Sport Canada will support initiatives aimed at sustaining and enhancing the technical and ethical standards of sport participation programs.

#### Coaching and Leadership Development

Sport Canada will support the implementation of the competency-based National Coaching Certification Program (i.e. New NCCP). Sport Canada will also work with P/Ts and various sport organizations to strengthen community sport leadership, notably through initiatives aimed at enhancing the capacity of instructors, coaches, officials and volunteer leaders at the grassroots level.

#### Canadian Sport for Life

Sport Canada will support the implementation by national sport organizations of the developmentally appropriate and athlete centered principles for Long-Term Athlete Development found in *Canadian Sport for Life*. Sport Canada will also collaborate with P/Ts to promote and facilitate the implementation of physical literacy skill training and the other tenets of *Canadian Sport for Life* in children's sport programs in schools and communities. Increasing physical literacy and focusing on the principles of *Canadian Sport for Life* will contribute to the ability of a greater number of participants to safely enjoy participation in many types of sport activities. Another important consequence of increasing the base of children and youth participants with adequate physical literacy is

that it will provide an improved recruitment pool for the sport system which, in itself, will be improved by implementing Long-Term Athlete Development.

#### Ethics in Sport

Sport Canada will support the implementation of the *Canadian Strategy for Ethical Conduct in Sport (True Sport)* as it relates to enhancing ethics and safety in sport participation programs.

### **4.2.3 Increase Awareness and Knowledge**

It is important to strengthen public awareness about the benefits of sport participation, and to expand and disseminate the body of knowledge about sport participation to sport practitioners and policy-makers.

#### Promotion

Sport Canada will support efforts to promote the benefits of sport participation for all Canadians, in cooperation with other stakeholders.

#### Research

Sport Canada will support research and knowledge mobilization activities, data gathering, monitoring and polling activities related to sport participation, and information sharing through conferences, database support and publication of surveys and other information.

## **5.0 PRINCIPLES FOR ACTION**

In pursuing its objectives in sport participation, Sport Canada will apply the following principles for action which are grounded in the *National Recreation Statement*, the *Canadian Sport Policy* (CSP) and the *Physical Activity and Sport Act* (Act).

### **5.1 Provincial and Territorial Primacy of Jurisdiction**

As per the *National Recreation Statement*, Sport Canada recognizes that the primacy of jurisdiction for broad-based sport participation rests with the provinces and territories and that the municipality is the primary public supplier of sport participation programs and facilities. Therefore, federal action in the area of sport participation must be done in consultation and cooperation with P/Ts in the context of the *Canadian Sport Policy* and the related *F-P/T Priorities for Collaborative Action*. Sport Canada will also work with national sport organizations and other stakeholders that have linkages with the P/T and community levels.

### **5.2 Pan-Canadian Focus**

As noted in the Act, it is the federal government's mandate in sport to support the Canadian sport system, notably by building the capacity of national sport organizations to develop their respective sports across the country.

The federal government is uniquely positioned to support pan-Canadian initiatives, as its mandate is not limited by either a specific geographical area within Canada, a specific sport, or a specific element of sport, e.g., coaching. For this reason, Sport Canada will focus its support on Pan-Canadian initiatives, including bilateral agreements with all P/Ts, which enhance opportunities for Canadians across the country to participate in sport and which maximize the quality of their sport experience.

### **5.3 Coordination**

The *Interaction Goal* of the CSP calls for the components of the sport system to be more connected and coordinated as a result of the committed collaboration and communication amongst the stakeholders. To substantially increase sport participation in Canada, powerful social trends, barriers, and issues need to be addressed through a comprehensive and coordinated strategy. Sport Canada will work with other federal departments to enhance horizontal policy coordination and with National Sport Organizations, Multisport Service Organizations and other national stakeholders to capitalize on their delivery role and range of responsibilities and to facilitate pan-Canadian coordination of efforts.

The CSP has been a catalyst for greater partnership in sport between the federal and provincial/territorial governments. Sport Canada will work with P/T governments to complement their programming in sport participation and to capitalize on opportunities to jointly support initiatives of common interest (e.g., through F-P/T bilateral agreements, F-P/T Priorities for Collaborative Action).

### **5.4 Leveraging Resources**

The CSP calls for the exploration of alternative approaches to the funding of sport. Increasing levels of sport participation is a complex endeavour involving many stakeholders. Altogether, hundreds of millions of dollars are spent each year on recreation and sport programs and services by municipalities, P/T governments, the private sector, not for profit organizations and individuals. In this context, Sport Canada will seek opportunities to use its funding to leverage other stakeholders' resources, financial or human, to achieve shared strategic objectives and increase capacity throughout the Canadian sport system.

### **5.5 Policy Alignment**

This Strategy must be aligned with, and support, pan-Canadian sport policies and strategies such as the *Canadian Sport Policy*, *Canadian Sport for Life* and *No Accidental Champions*, as well as other policies such as *Aboriginal Peoples' Participation in Sport*, *Sport for Persons with a Disability*, *Policy on Sport for Women and Girls* and *Sport Canada's Excellence Strategy*. Therefore, the principles, goal and objectives of the *Sport Participation Strategy* will be implemented in a manner consistent with, and complementary to these key policy documents.

## 5.6 Evidence-based Approach

The CSP recognizes that progress in any aspect of the sport system requires the systematic development and application of research and knowledge. In implementing all elements of the *Sport Participation Strategy*, Sport Canada will strive to rely on available research in the field of sport participation, to expand the body of knowledge necessary for evidence-based decision-making and evaluation, and to transfer this knowledge for the benefit of the sport community.

## 6.0 IMPLEMENTATION

Sport Canada's intervention in sport participation will focus on the following activities:

- **Policy development and implementation** in consultation with P/Ts and stakeholders (e.g. Policy on Sport for Persons with a Disability.)
- **Building capacity** by supporting key organizations' initiatives aimed at enhancing sport participation (Note: this does not include any provisions to assist in capital undertakings, including the construction or upgrading of sport and recreational facilities. Funding, as it relates to facilities, is restricted to the Canada Games, or the hosting of major international multi-sport events, such as the Olympic/Paralympic Games, Commonwealth Games or Pan-American Games)
- **Supporting innovation** by testing / piloting new policies, programs and concepts (e.g. Canadian Sport for Life, JumpStart.)
- **Knowledge gathering and mobilization** by supporting research to improve our understanding of the factors affecting sport participation, raising awareness of the benefits of sport participation among Canadians, and sharing of best practices and other knowledge across the Canadian sport community (e.g. joint initiatives with the Social Sciences and Humanities Research Council of Canada (SSHRC) and the Canadian Institutes of Health Research (CIHR), ParticipACTION.)
- **Measuring levels of sport participation** by investing in the tracking of sport participation rates for the Canadian population and specific target groups (e.g. Sport Participation Supplement to the Statistics Canada General Social Survey.)

## 7.0 MONITORING AND EVALUATION

Sport Canada will periodically review its activities in sport participation (e.g., F-P/T bilateral agreements, NSO/MSO Sport Participation projects, and Project Stream Funding) to ensure alignment with this Strategy, to increase coordination and interaction among projects and to evaluate the effectiveness of its activities in achieving the Strategy's objectives.



Sport Canada will develop indicators and targets for the objectives identified. The achievement of the Strategy's objectives will be measured against the following indicators using data collection tools.

### **7.1 Increase Levels of Participation**

- Number of Canadians participating in sport
  - The General Social Survey (GSS) provides data for Canadians 15 years of age and older.
  - The Physical Activity and Sport Monitor (PASM) can be used to collect data for children under 15 years of age (boys and girls).
- NSOs-P/TSOs membership levels (Sport Canada data base)

### **7.2 Enhance the Quality of Sport Programs**

The following indicators apply to broad-based sport participation and to programs for identified under-represented groups

- Number of certified coaches (NCCP data base)
- Number of certified officials (Sport Canada data base)
- Number of national sport organizations that have adopted and implemented the LTAD model (Sport Canada data base).

### **7.3 Increase Awareness and Knowledge**

Sport Canada will assess all its information needs in sport participation with a view to developing new data gathering tools or using existing ones (e.g. Statistics Canada Aboriginals Peoples' Survey) to set baselines, and establish new targets and indicators. Indicators will include Sport Canada supported research projects, such as:

- Number of SSHRC-based research projects on sport participation
- Number of public opinion research projects on public awareness about the benefits of sport participation

Monitoring will be conducted regularly through ongoing performance measurements and program evaluation activities. Sport Canada's Results-based Management and Accountability Framework (RMAF) will guide its approach to identifying, collecting and reporting on activities, outcomes and indicators. Reporting on progress will be done through several mechanisms, including the Departmental Performance Report of Canadian Heritage.



## **APPENDIX A**

### **F-P/T SPORT PARTICIPATION TARGETS AND RECOMMENDED COLLABORATIVE ACTIONS**

At the 2006 Meeting of F-P/T Ministers Responsible for Sport, Physical Activity and Recreation (June 21-22, Ottawa), Ministers approved overall targets for the participation in sport of children and youth, girls and women, recognizing that P/T jurisdictions will establish targets specific to their respective circumstances, and implement the recommended collaborative actions in addition to their ongoing activities.

**Target 1 - Girls, 5-9 years of age**

By 2012, increase sport participation rates of 5 to 9 year old girls by five percentage points, from 68% to 73%, while at least maintaining the current rate of participation of 5 to 9 year old boys (77 %).

**Target 2 - Teens, 14-17 years of age**

By 2012, increase sport participation levels among teens (14-17 year old) by five percentage points (from 66% to 71%), while at least maintaining tweens' current participation rate of 78%.

**Target 3 - Women, 25-39 years of age**

By 2012, increase by six percentage points the sport participation levels of women aged 25 to 39 (from 27% to 33%), while at least maintaining the current rate of participation of men (53%).

#### **Recommended Collaborative Actions**

**1) National Communications Strategy**

**Target group: Children and youth**

- That F-P/T governments contribute to, or link with the implementation of a national, comprehensive, multi-partnered communication strategy to increase participation in sport by children and youth, that supports and complements existing P/T communication strategies, and that aligns with similar F-P/T efforts in the area of physical activity and recreation.
- That this communication strategy tailors its message to parents of young children (5-9 year olds) and promote the equal participation of girls and boys in that age group, and target tweens (10-13 year olds) and teens (14-17 years olds) as well.

**2) Understanding barriers to sport participation of 5 to 9 year old girls**

**Target group: Girls, 5-9 years of age**

- That sport participation rates for this age group be monitored regularly by adding a few sport related questions (i.e. three or less) to the *CANPLAY* pedometer study (sample of roughly 1500 five to nine year old girls and boys per year) conducted by the Canadian Fitness and Lifestyle Research Institute (CFLRI). These questions aimed at parents of 5-9 year olds would help in understanding the patterns of sport participation in that age group and the causes of the sport participation gap between girls and boys.
- That F-P/T governments agree to share the cost of these additional questions in the CFLRI's *CANPLAY* study (approximate cost: \$17,500).

### 3) **School Sport Programs**

**Target groups: Male and female tweens (10-13) and teens (14-17)**

- That sport officials of P/T governments work with the education sector to investigate and implement, on a jurisdiction-by-jurisdiction basis, the inclusion of inclusive intramural sport participation programs in schools, aimed at encouraging sport participation for all male and female students.
- That P/T governments explore opportunities to implement the principles presented in the document *Canadian Sport for Life* in their curriculum and after-school programs, in order to increase the physical literacy of students and encourage lifelong physical activity.

### 4) **Best Practice Principles**

**Target Groups: Children and youth, girls and women**

- That P/T governments and sport organizations adapt and include in their programs' assessment tools *Key Principles for Best Practices* when evaluating programs aimed at increasing sport participation among children and youth, girls and women.
- That P/Ts identify and catalogue intramural sport participation programs that meet best practices principles and show high levels of sport participation for male and female students, and share these success stories with the national sport and physical activity communities.

### 5) **Facilitating sport participation among women 25-39 years of age**

**Target Group: Women (25-39 years of age)**

- That the Canadian Parks and Recreation Association (CPRA) and the Canadian Association for the Advancement of Women and Sport and Physical activity (CAAWS) together investigate and report on ways to encourage and facilitate sport participation among women in the 25-39 age bracket, and report their findings at the 2007 Ministers' conference. This initiative is consistent with participation objectives of *ACTive: The Canadian Strategy on*

*Sport and Physical Activity for Girls and Women*, adopted by F/PT Ministers in 2004.

6) **Aboriginal Baseline Data**  
**Target Group: Aboriginal peoples**

- That the F-P/T Work Groups on Sport Participation and on Aboriginal Sport and Physical Activity collaborate to develop a comprehensive sport participation data collection strategy to be presented to Ministers at their 2007 conference. Data collected through this strategy will provide the basis for setting targets and collaborative actions in the future.